

EXHIBIT B

"iTunes CUSTOM CARDS"

Sample of Marketing Materials

A ground-breaking new promotional tool for the music industry.

Success Stories

An all-star lineup lit up the 47th GRAMMY Awards with a dazzling new version of "Across the Universe" for charity. Bono, Stevie Wonder, Norah Jones, Brian Wilson, Alicia Keys, Scott Weiland, Billie Joe Armstrong, Steven Tyler, Alison Krauss, Tim McGraw, and Velvet Revolver performed a live version of the classic song, available exclusively on iTunes, with all proceeds benefitting UNICEF's ongoing tsunami relief efforts. To generate additional buzz, iTunes created 500 custom cards (example photos below) to service radio with the "Across the Universe" single, encouraging stations to download the track, play the song on air, and drive listeners to iTunes to download the song for charity. The result: "Across the Universe" debuted as number 22 on the Billboard Hot 100 singles chart, making it the most successful exclusive digital track ever in its first week of release.



Open iTunes. Click redeem. Enter code.

Download iTunes for Mac or Windows, free of charge, at www.apple.com.
To redeem this iTunes Gift Card for "Jesse the Shearer":

1. Open iTunes and click My Music Store.
2. Click Add Item.
3. Enter the code on this card when requested. Download your song. Enjoy.

[illegible]

Download Code: YJMLPEW45XRN

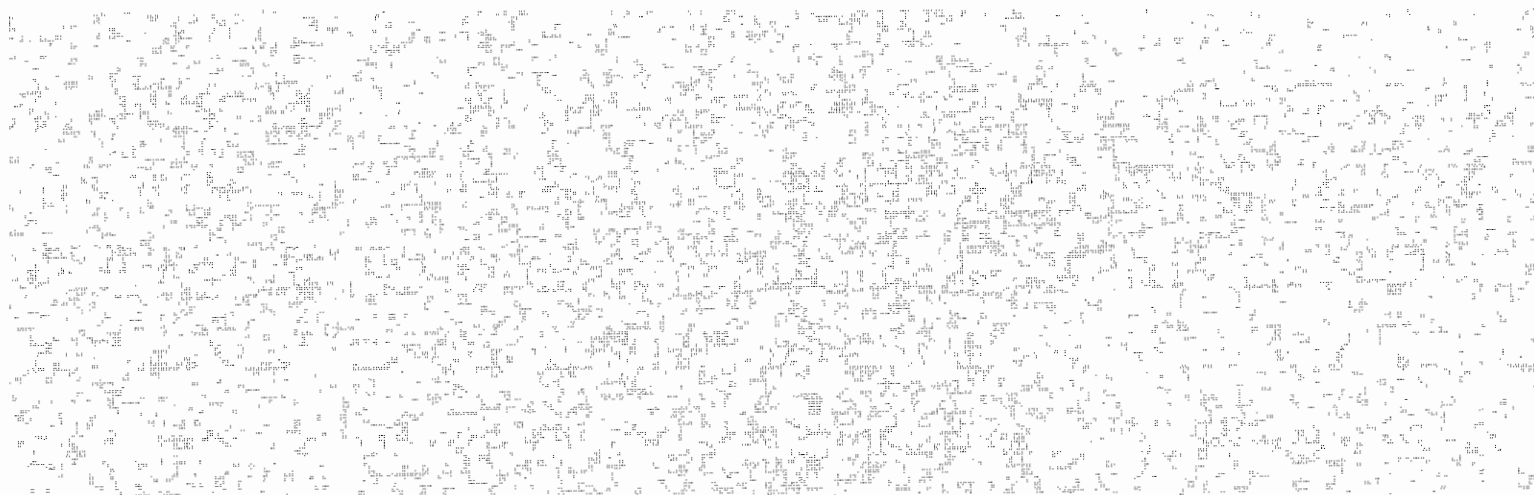
Product Code: 3291204

Getting Started

Determine what song or album you want to promote on your card and iTunes will take care of the rest. We'll handle all design, printing and shipping responsibilities and then send you your cards for distribution. Overall pricing varies depending on volume. For information on ordering custom cards, please email itunescustomcards@apple.com. Please allow 7 to 10 business days for a response.



More examples of Custom Cards





[Home](#) > [iTunes](#) > [Partner with iTunes](#) > iTunes Custom Cards

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